

Press release



Leon Menge new Key Account Manager at IT'S MY BIKE

Darmstadt, 2 November 2020. The IoT Venture GmbH team and the IT'S MY BIKE trade brand have just gained a new key account manager, Leon Menge. The Darmstadt-based start-up has developed a GPS tracker for e-bikes. Concealed in the bike, this tracker not only looks for, finds and recovers stolen bikes, but also offers other digital services such as ride statistics and an emergency assistant (eCall). In his new role, Leon Menge will be the point of contact for B2B retail trade customers, e-bike fleet operators and bike manufacturers (OEMs). A business administration graduate and sports enthusiast, Leon Menge is able to draw on many years' experience in the bicycle sector, sales and marketing, and SaaS (software as a service) systems. Among other things, he has worked as Account Manager for Eurorad Deutschland GmbH, part of the ZEG Group, and as Chief Sales Officer for the Radbonus cycling incentive app.

"IT'S MY BIKE has grown since its market launch two years ago. We have extended our service world based on anti-theft protection and are now planning the next steps, including expansion into the Netherlands, Austria and Switzerland. In Leon Menge, we have gained a creative member for our team who has experience in the bike sector," states a pleased Jürgen Veith, CEO at IoT Venture GmbH.

IT'S MY BIKE company profile

IT'S MY BIKE is an IoT Venture GmbH brand. The company develops and markets GPS trackers which open up a new type of service world for e-bikes in conjunction with an app. IT'S MY BIKE uses the innovative narrowband NB-IoT radio standard for its products. NB-IoT provides a cost-efficient solution for the Internet of Things as a Low-Power Wide-Area Network with low energy requirements, effective building penetration and a wide range. It also offers the advantage that it makes use of existing networks. IT'S MY BIKE operational activities include hardware and software development (embedded systems) and the provision of the required data platform (cloud solution).

Media contact

IT'S MY BIKE – an IoT Venture GmbH brand
Bettina Schmidt, Head of Corporate Communications
Hilpertstrasse 31, 64295 Darmstadt, Germany
Tel.: +49 171 781 4562
Email: b.schmidt@iot-venture.com/ website: www.itsmybike.com